

NAVAJO NATION FAIR MANAGER

DEFINITION: Under general direction, performs administrative and supervisory work of considerable difficulty in planning, organizing, promoting, advertising and managing the annual Navajo Nation Fair, the Pro Rodeo Cowboy Association (PRCA) 4th of July celebration and related activities and the Window Rock Sports Complex; performs related work as assigned.

ESSENTIAL FUNCTIONS: This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

TASKS:

Plans and organizes events and activities of the Navajo Nation Fair, the PRCA 4th of July celebration and related fair and expositions; provides maintenance and overall control of the Nation's fairgrounds and manages the Window Rock Sports Complex; in consultation with department or division director, streamlines program operation in accordance with established organizational policies; establishes short and long-term program and service goals and objectives; develops and implements policies and procedures; develops and administers the fair budget; controls fiscal expenditures and revenues; develops and implements ongoing strategic marketing plans.

Develops and implements procedures to improve accountability of revenue; seeks new revenue sources; solicits sponsors, speakers, performers and/or volunteers; prepares and administers the fair bid process to acquire services and attractions under reasonable expense; participates in the negotiations of contracts and agreements; plans, organizes and arranges for special attractions and events; arranges for and allocates space for exhibitors and attractions; develops and implements rules and regulations for exhibitors and the public; makes arrangements for adequate police, first aid and sanitary facilities; promotes and advertises the fair, celebration and other events through a variety of media; prepares news releases pertaining to the fair and other events.

Supervises the day to day operation of the fairgrounds maintenance and related facilities; recruits, hires and supervises assigned staff; conducts performance appraisals; arranges and monitors the use of fairgrounds and related facilities; ensures proper maintenance of fiscal and other records in accordance with applicable policies and procedures; plans, organizes, assigns and evaluates projects or program operations; ensures compliance with applicable guidelines, rules and regulations; attends appropriate local or regional meetings and conferences to promote the fair, celebration and related activities.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

Knowledge of the methods of planning, presenting and administering a fair and/or exposition events.
Knowledge of applicable Navajo Nation, state and federal laws, rules, regulations and policies and procedures.
Knowledge of budget planning, development and administration.
Knowledge of publicity and sales promotion methods.
Knowledge of building construction and maintenance methods.
Knowledge of government administration, personnel management and employee supervision and training.
Ability to formulate and implement fair publicity and promotion.
Ability to ensure proper development and maintenance of fair fiscal and other records.
Ability to develop and administer the fair budget.
Ability to direct the preparation and prepare clear, concise reports.

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Ability to effectively represent the Navajo Nation Fair with the public, community organizations and other governmental agencies.

Ability to establish and maintain cooperative working relationships.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves a minimum of physical effort in an office setting.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree in Business Administration, Marketing or related field; and two (2) years of experience in the planning and organization of fairs or exposition events, one (1) year of which must have been in a supervisory capacity.

PREFERRED QUALIFICATIONS:

- One (1) year experience in the planning and organization of fairs, expositions or related events.

SPECIAL REQUIREMENTS:

- Possess a valid state driver's license.

Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.